



**STUDY
NY**

STUDY NY:

Overview and Next Steps



Study NY Meetings to Date

- **May 30, 2008 initial gathering in Washington, DC**
- **September 12, 2008 brainstorming session at UAlbany**
- **November 11, 2008 interest meeting in Brooklyn**



Leadership Council

**Baruch College
Binghamton University
Brooklyn College
Broome Community College
Central Office of Student Affairs
City College
College of New Rochelle, The
College at Oneonta
College of Saint Rose, The
College of Staten Island
Dowling College
Excelsior College
Fashion Institute of Technology
Fordham University
Hofstra University
Hudson Valley Community College
LaGuardia Community College
Marist College
Medgar Evers College
Mercy College**


**Metropolitan College of New York
Mohawk Valley Community College
Nassau Community College
New York State College of Ceramics at
Alfred University
Niagara University
Old Westbury
Onondaga Community College
Purchase College
Rensselaer Polytechnic Institute
State College of Optometry
Stony Brook University
SUNY Brockport
SUNY Canton
SUNY Cobleskill
SUNY Downstate Medical Center
Syracuse University
University of Rochester
Utica College
Wells College**



Study NY Sub-Group Meetings

**January 16, 2009 sub-group
conference calls:**

- **Group 1 – Operations**
- **Group 2 – Financing Structure**
- **Group 3 – Tasks**



Certificate of Incorporation of STUDY NY, INC. and Tax Exempt Status under 501(c)(3) as of July 14, 2009

ACKNOWLEDGEMENTS:

- **Ray Lutzky, Chair *Pro Tempore*,
Study NY -- led incorporation
effort**
- **Jamie Kim, Attorney-at-Law,
Vinson & Elkins LLP -- provided
legal service pro bono**



Sub-Group 3: Tasks

Top priorities identified for Study NY:

- Develop a timeline for activities**
- Articulate benefits of membership**
- Determine talking points - craft persuasive marketing messages; answer:**
 - Why come to New York State?**
 - Why is NYS special? Focus on quality of life; other assets**
- Marketing to focus primarily on Web and promotional materials**
- Secure International Education Resolution from NYS Legislature**



4 Committees

- **Marketing – via Web, marketing material for shows, missions, attracting int’l education delegations**
- **Partnership/Advocacy – with federal agencies; entities to promote/leverage NYS locations**
- **Research – on best practices; survey int’l students in NYS**
- **Programs/Events – shows; missions; etc.**



3 Marketing Sub-Committees

- **Marketing strategy – approach, look**
- **Web site development**
- **Print/display materials development**



Next Steps -- Committees

- 1. Sign-up for committees (1/interest area) at October 23 Founders' Meeting**
- 2. Ongoing sign-up for committees as new members join**
- 3. Committees meet via phone conference calls (November/December/January)**
- 4. By February 1: Committees submit outline action/spending plan for FY2010 for new board**

Sample Trade Mission Budget

Unit	# Ind.	# Units	Description	Unit Cost	Cost	
RT airfare	10	1	RT Intl ticket	1,500	15,000	<i>In-kind contribution</i>
Local transportation	10	7	Daily local transport	20	1,400	<i>In-kind contribution</i>
Meals and lodging	10	7	Avg. Intl. per diem	300	21,000	<i>In-kind contribution</i>
US Embassy reception		150	Catering cost per guest	25	3,750	
USDOC arrangements		1	Consulting	3,000	3,000	
				TOTAL	44,150	
				<i>IN-KIND TOTAL</i>	<i>37,400</i>	
				TRADE MISSION CASH COST	6,750	



Sample Adviser Delegation Hosting Budget

Unit	# Visitors	# Units	Description	Unit Cost	Cost	
Airfare	6	1	RT Intl ticket	1,500	9,000	<i>In-kind contribution</i>
Local transportation	1	7	Daily minivan rental	75	525	
Meals and lodging	6	7	Avg. NYS per diem	150	6,300	<i>In-kind contribution</i>
TOTAL					15,825	
IN-KIND TOTAL					15,300	
HOSTING CASH COST					525	



Sample Trade Show Budget

Unit	# Travelers	# Units	Description	Unit Cost	Cost
RT airfare	2	1	RT Intl ticket	1,500	3,000
Local transportation	2	7	Daily local transport	25	350
Meals and lodging	2	7	Avg. Intl per diem	300	4,200
Exhibition booth		1	Booth rental	5,000	5,000
Transport of display materials		1	Excess baggage	100	100
Display materials*		1	Retractable display banner, 4'x7.5'	350	350
Display materials*		1	Retractable display banner, 8'x8'	1,250	1,250
Display materials*		1	Stretch-to-fit tablecloth w/logo	300	300
				TOTAL	14,550
				DISPLAY MATERIALS, one-time cost*	1,700
				TRADE SHOW CASH COST	12,850



Sample Budget 2009

Activity	#	Unit cost	Activity cost	In-kind contribution	Cash required
Web site development	1	50,000	50,000	30,000	20,000
Logo, graphic image design	1	5,000	5,000	2,500	2,500
Print ad design	1	2,000	2,000	1,500	500
Brochure, tri-fold, 7"x9", design	1	1,000	1,000	1,000	0
Brochure print run, 1000 copies	1	1,000	1,000	0	1,000
2009 TOTAL, ALL SOURCES					59,000
2009 IN-KIND CONTRIBUTION					35,000
2009 TOTAL CASH REQUIRED					24,000



Sample Budget 2010

Activity	#	Unit cost	Activity cost	In-kind contribution	Cash required
Catalog show	5	300	1,500	0	1,500
Hosting delegation foreign student advisers	1	15,825	15,825	15,300	525
Display materials, trade show	1	1,700	1,700	0	1,700
Web hosting and maintenance	12	100	1,200	1,200	0
Brochure print run, 1000 copies	1	1,000	1,000	0	1,000
Design, info cards & table tents	1	2,000	2,000	1,500	500
Info cards & table tents print run, 1000 copies	1	1,000	1,000	0	1,000
Publication, print ad	2	1,500	3,000	0	3,000
2010 TOTAL, ALL SOURCES					27,225
2010 IN-KIND CONTRIBUTION					18,000
2010 TOTAL CASH REQUIRED					9,225



Sample Budget 2011

Activity	#	Unit cost	Activity cost	In-kind contribution	Cash required
Target country trade mission	1	44,150	44,150	37,400	6,750
Trade show (2 people, 1 week, airfare)	1	12,550	12,550	4,550	8,000
Catalog show	5	300	1,500	0	1,500
Hosting delegation foreign student advisers	1	15,825	15,825	15,300	525
Web hosting and maintenance	12	100	1,200	1,200	0
Brochure print run, 1000 copies	1	1,000	1,000	0	1,000
Info cards & table tents print run, 1000 copies	1	1,000	1,000	0	1,000
Publication, print ad	3	1,500	4,500	0	4,500
2011 TOTAL, ALL SOURCES					77,225
2011 IN-KIND CONTRIBUTION					58,450
2011 TOTAL CASH REQUIRED					18,775



Next Steps – Board

- 1. Board nomination form sent electronically to member institutions by December 7**
- 2. Nominations close January 11, 2010**
- 3. Membership elects board (January-February)**
- 4. By February 1: Committees submit outline action/spending plan for FY2010 for board**



STUDY
NY

Other States' “STUDY” Initiatives

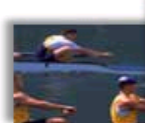
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 - **Developed in collaboration with the colleges and universities in the Philadelphia area to:**
 - **increase campus visits;**
 - **encourage exploration of the region beyond the institutions;**
 - **facilitate stays in the area;**
 - **elevate awareness of Philadelphia area**



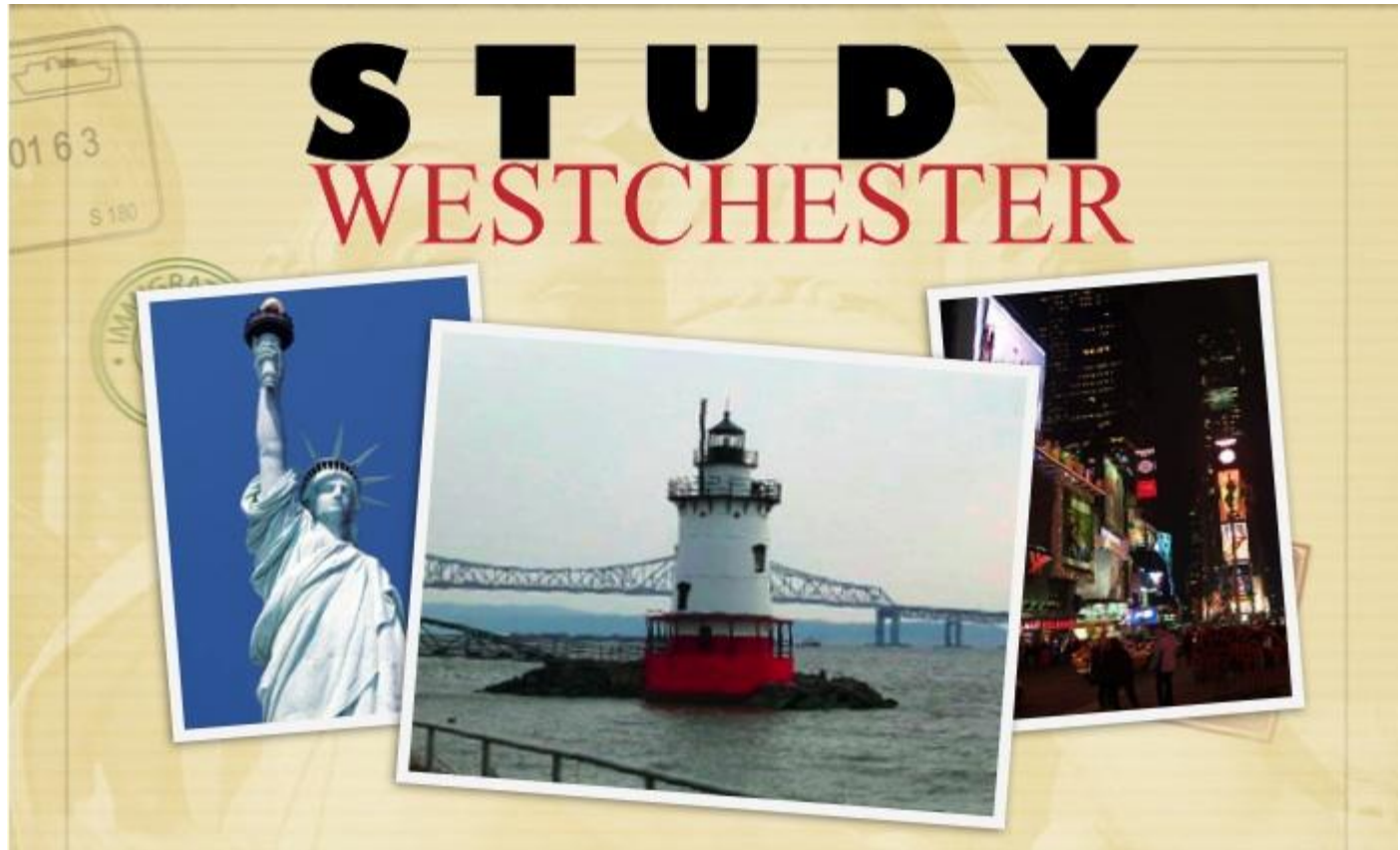
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- **Campus Visit / Philadelphia Project Components:**
 - Targeted magazine
 - Web site www.onebigcampus.com
 - Toll-free hotline (877-88-PHILA) offering personalized visitor assistance
- **Program Partners Include:**
 - Area colleges and universities
 - Government
 - Corporations (e.g., Greater Philadelphia Tourism Marketing Corporation, DCDE: Stay Invent the Future, Pennsylvania Economy League, Amtrak)



STUDY WESTCHESTER

<http://studywestchesterny.org>

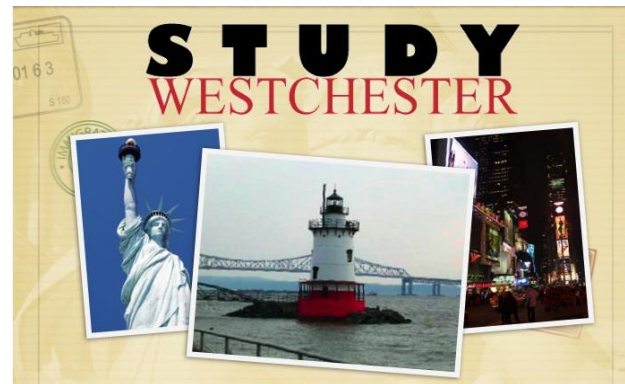




STUDY WESTCHESTER

<http://studywestchesterny.org>

- Collaborative higher education consortium in Westchester County, NY
- Goal: Promote Westchester County, NY as desirable destination for U.S.-bound international students
- 11 participating institutions



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www.studyillinois.com



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U.S. Department of Commerce, Office
of International Trade. Website hosted
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Connecting International Students with Quality
Illinois Education



Study Illinois is the Illinois International Education Consortium dedicated to welcoming international students to our state. International students who wish to study on campus in the USA in a welcoming, diverse, and exciting environment, where education is paramount, choose Illinois. Students come to study anything from ancient civilizations to the most advanced technologies of the future, right here, in Illinois!

Colleges and Universities



Illinois hosted over 25,000 international students last year. Learn about the colleges and universities in Illinois that cater to international students. You may search the schools by alphabetical order, geographical location, type of institution, and majors available.

Students



International students are the reason that Study Illinois exists. Member institutions are dedicated to helping students from around the world find their exact U.S. educational choices in Illinois, and succeed in achieving all of their educational goals while also experiencing the culture of the heartland of the United States, right here in Illinois.

Students at National Louis University

State of Illinois



Illinois, the home of Abraham Lincoln, the great city of Chicago, and the beautiful Shawnee National Forest, offers students opportunities to experience the best of the US culture while they are achieving their own higher education goals.



STUDY ILLINOIS

www.studyillinois.com

- **Project of the Illinois International Education Consortium with public and private institutions**
- **Goal: Increase partnerships with foreign institutions; increase international student enrollment; expand recognition of the state of Illinois**
- **Activities:**
 - **Web page**
 - **Brochures**
 - **Conferences, seminars on international topics**
 - **Hosting international advisors in Illinois**
 - **Market briefings with representatives of the U.S. Commercial Service and American Embassies overseas**
 - **Exhibit at international education fairs**
 - **Joint advertisements in international publications**



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www.destinationindiana.org



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Why study in Indiana



Institutional members



Live video college fair



EducationUSA links



Calendar of events



Muslim student issues



Important links

Back Home Again in Indiana

The purpose of **Destination Indiana** is to create partnerships which make educational opportunities available in Indiana known to interested students, their families, and their schools and advisors around the world. The goal of Destination Indiana is to increase the diversity of our educational environments for the benefit of all students.

Destination Indiana was initiated in Fall 2001 by the International Trade Division of the Indiana Department of Commerce and the Indiana Consortium for International Programs (ICIP). ICIP membership includes colleges and universities, public and private, large and small, across the entire state of Indiana.

When you are looking for an educational home, make your **Destination Indiana!**



Indiana State House
rotunda ceiling



DESTINATION INDIANA

www.destinationindiana.org

- **Initiated Fall 2001 by the International Trade Division of the Indiana Department of Commerce and the Indiana Consortium for International Programs (ICIP)**
- **Members include public and private colleges and universities**
- **Purpose: Create partnerships that make educational opportunities available in Indiana**
- **Activities:**
 - **Live video college fair with four centers in India**
 - **Representation at NAFSA conference with hosted receptions and visit invitations extended to Education USA advisors**



STUDY IOWA

www.studyiowa.org

- Site sponsored by “Promote Iowa Education” (PIE)
- Mission: “To stimulate and sustain cooperative efforts by Iowa colleges, universities, and other partners to promote Iowa as a premier destination for education and training for students from all nations.”



Information for international students from Promote Iowa Education Internationally (PIE)

Welcome International Students: Use this website to gather information about colleges, universities, community colleges, and trade and technical schools in the state of Iowa, USA.	Preparing students for a competitive future	
What is PIE? Mission Statement Benefits of Membership Become a member Member Application (PDF) Membership Directory Board Members PIE Bylaws (PDF Format) Contact PIE	Reasons to study in Iowa The ten most important reasons to attend a college or university in Iowa.	Colleges & Universities Select a school alphabetically, geographically, by location, or by field of study
	Life in Iowa Maps, attractions, city and government links	Business and Industry Information about Iowa's economy and business community
	PIE News PIE Embassy Visit Grassley's 2004 Visit Colombia Counselor Visit 2005 Colombia Tour	

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The US Dept. of State has a page on Oregon's education system.
[The official website for Oregon's State](#)

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STUDY OREGON

www.studyoregon.com

- Includes public and private institutions with participation from the U.S. Export Assistance Center and the U.S. Department of Commerce
- Goal: Market Oregon higher education



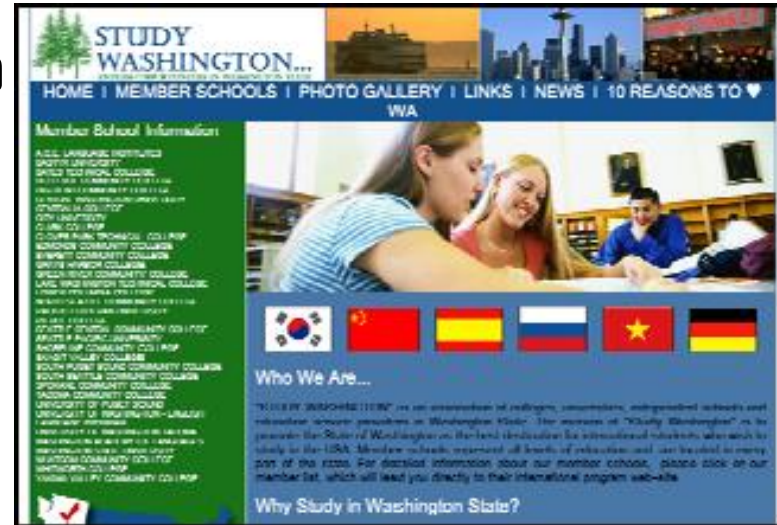
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STUDY WASHINGTON

www.studywashington.org

- “Study Washington...
Endless Opportunities in
Washington State”
- Web site translated in 7
other languages
(Korean, Chinese,
Spanish, Russian,
Vietnamese, German,
Japanese)
- Goal: Promote
Washington State as the
best destination for
international students





STUDY WISCONSIN

www.studywashington.org



The screenshot shows the StudyWisconsin website. The header features the StudyWisconsin logo and the tagline "Your information source for Wisconsin Universities, Colleges & English Language Training". A left sidebar contains navigation links: "What is StudyWisconsin?", "Participating Schools", "Wisconsin Education", "Links to Wisconsin", "Wisconsin Links", "Year-Related Links", "NEW & LISTED", "Wisconsin StudyWisconsin", and "Home". The main content area has a "Welcome to StudyWisconsin!" heading, followed by a paragraph welcoming visitors and another paragraph about finding educational opportunities. At the bottom, there are two images: a scenic view of a Wisconsin town and a historic stone building with a tower. The right sidebar displays a vertical stack of StudyWisconsin logos.

StudyWisconsin
Your information source for Wisconsin
Universities, Colleges & English Language Training

Welcome to StudyWisconsin!

We're glad you chose to visit our website. Please take some time to browse through our pages and see what makes Wisconsin so special as a place to live and learn.

Whether you are looking for a degree program or English language training, a city or a small town setting, we hope that you will find the educational opportunities you are looking for in Wisconsin!



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STUDY WISCONSIN

www.studywisconsin.org

- Nonprofit group of higher education institutions & English language training organizations
- Goal: Promote study in Wisconsin
- Site Highlights:
 - What is Study Wisconsin?
 - Participating schools
 - Wisconsin education
 - Wisconsin links
 - Living in Wisconsin
 - Wisconsin links
 - Visa-related links
 - Contact StudyWisconsin





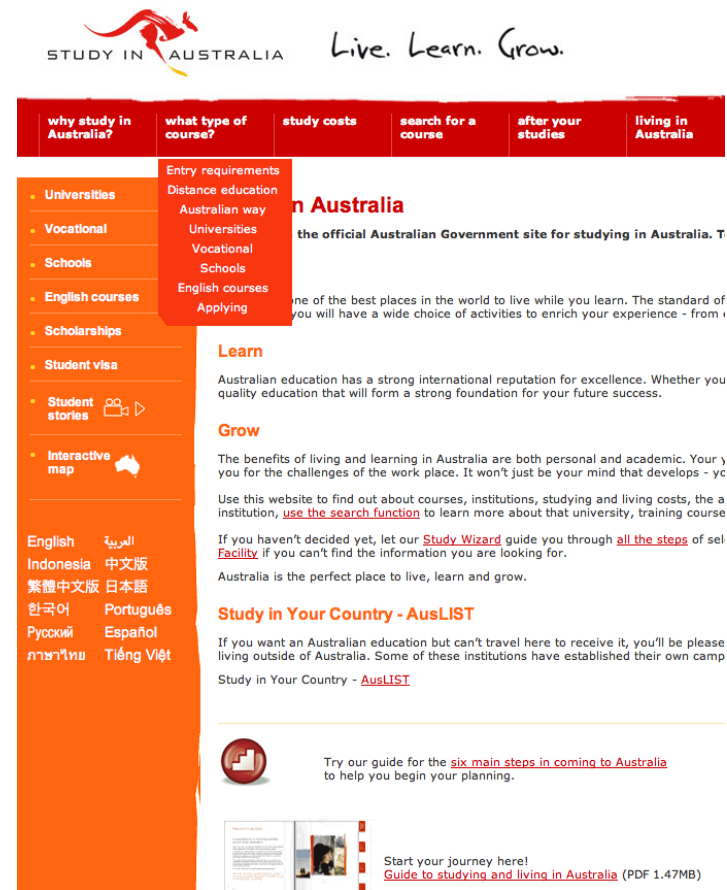
Examples from Other Countries



STUDY AUSTRALIA

<http://studyinaustralia.gov>

- Translated in 11 other languages
- Highlights:
 - Why study in Australia?
 - What type of course?
 - Study costs
 - Search for a course
 - After your studies
 - Living in Australia
 - Help /Study in your country
 - Scholarships
 - Student visa
 - Student stories
 - Interactive map



The screenshot shows the Study in Australia website. At the top, the logo "STUDY IN AUSTRALIA" is next to a kangaroo icon, with the tagline "Live. Learn. Grow." to the right. Below this is a navigation bar with red tabs: "why study in Australia?", "what type of course?", "study costs", "search for a course", "after your studies", and "living in Australia". A sidebar on the left lists categories: "Universities", "Vocational", "Schools", "English courses", "Scholarships", "Student visa", "Student stories", and "Interactive map". The main content area features a "Learn in Australia" section, which states it is the official Australian Government site for studying in Australia. It includes a "Learn" section about the reputation of Australian education, a "Grow" section about the benefits of living and learning in Australia, and a "Study in Your Country - AusLIST" section for those who cannot travel to Australia. At the bottom, there is a link to a PDF guide titled "Guide to studying and living in Australia" (PDF 1.47MB).

- PDF publication: *Guide to studying and living in Australia*

EDUCATION UK INDIA

EDUCATIONUK-IN.ORG

- Produced by the British Council to help Indian students interested in studying for a UK course or qualification. Includes a database of searchable courses of study at institutions in the UK
- Site Highlights:
 - Your Study Options
 - Study Advice
 - Living in the U.K.
 - Find an agent
 - Institution Profiles
 - Events
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Your study options | Study advice | Living in the UK | Find an agent | Institution profiles | Events | Contact Us



Applying to UK institutions

Why not click on the links below to find out more about applying to UK institutions for your chosen course or level of study:

- [Applying for an English language course](#)
- [Applying to an independent school](#)
- [Applying for career-based and pre university study](#)
- [Applying for undergraduate study](#)
- [Applying for postgraduate or MBA study](#)

Applying for an English language course

To apply for an English language course, first select the courses and schools or colleges that interest you. Make sure you choose an accredited school - you can access a full list of accredited English language schools in the UK online.

Contact any schools or colleges that interest you for a prospectus and application form, or visit their website. Remember to find out information such as number of teaching hours each week, course dates (some English language courses can be started at any time of the year and others have precise start dates), class size, course fees (what is included and what extra costs there might be), the type of accommodation offered and any associated costs and if you can gain a qualification if you want to.



Search for a course

Subject keyword

Course type
Please select

Type of attendance
Please select

Location
Please select

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